

FIG. 1

PRIOR ART

Report: Promotional Click-Through's for December 30, 1999

112 Web Page ID		114 User		116 Promotional Click-Through	
1. Home Page 3		Visitor		2,231	
2. Home Page 2		Partner		1,278	
3. General Product Description		Customer		1,234	
4. General Product Description		Visitor		1,210	
5. Services Q&A		Customer		1,199	
6. News: Press Release 3		Visitor		1,245	
7. News: Press Release 2		Partner		1,119	
9. Services Q&A		Partner		899	
10. Home Page 1		Customer		753	100

FIG. 2

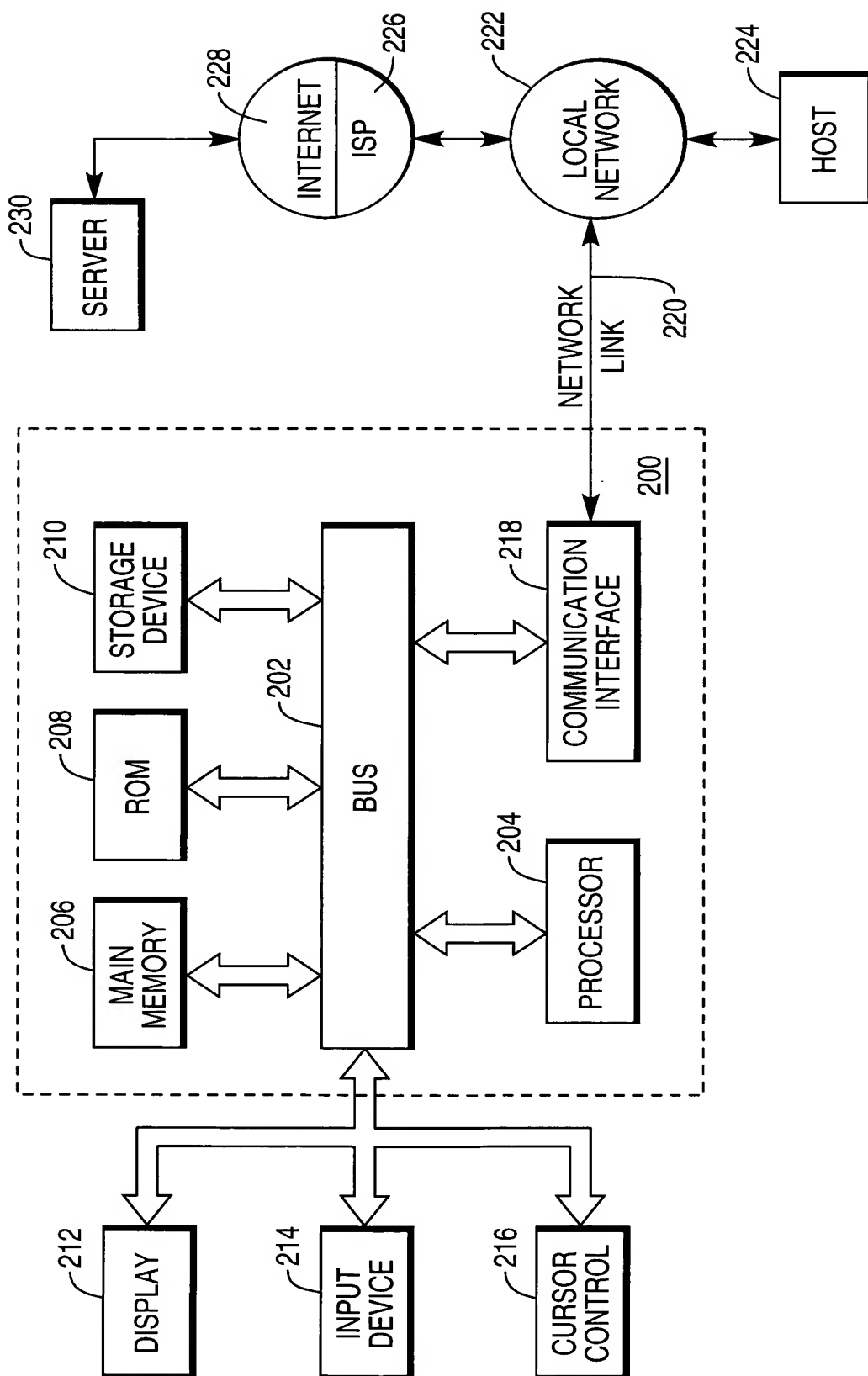


FIG. 3

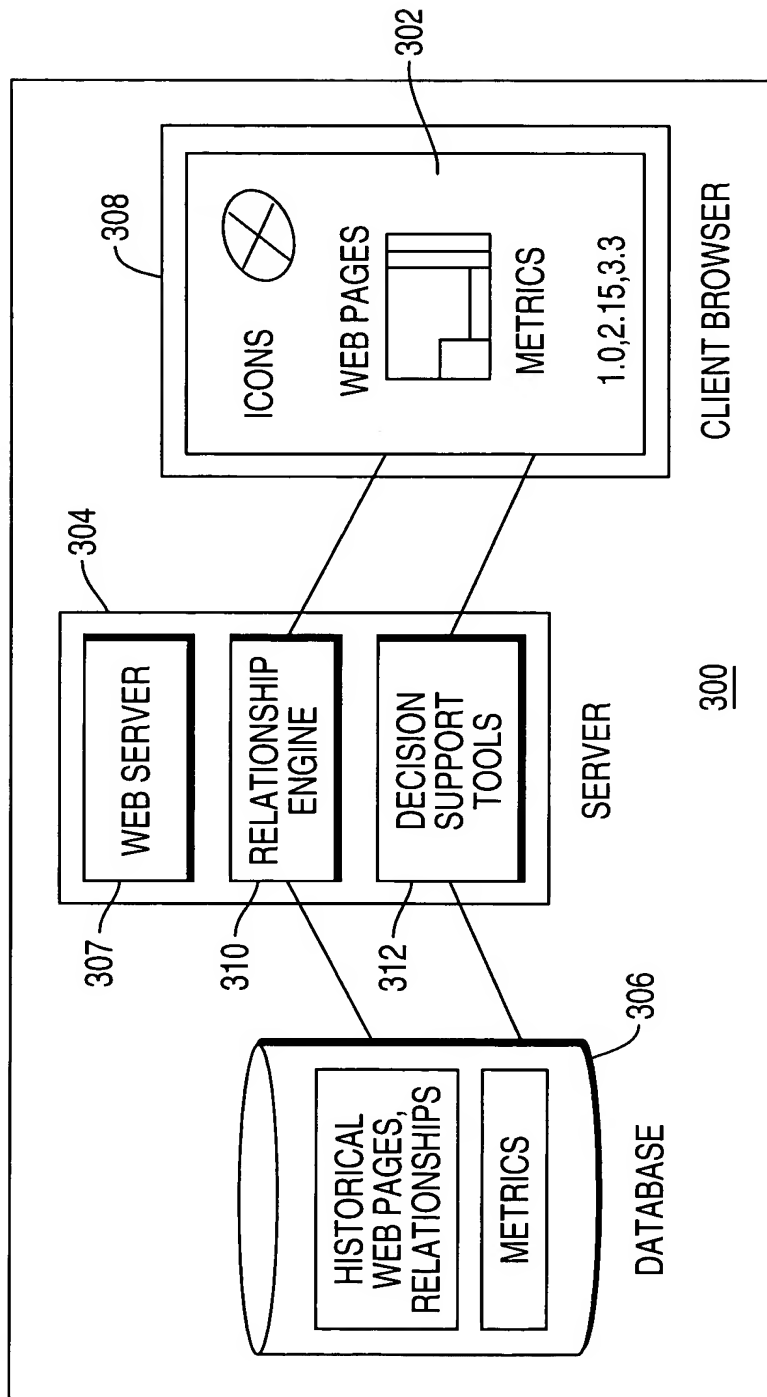


FIG. 4

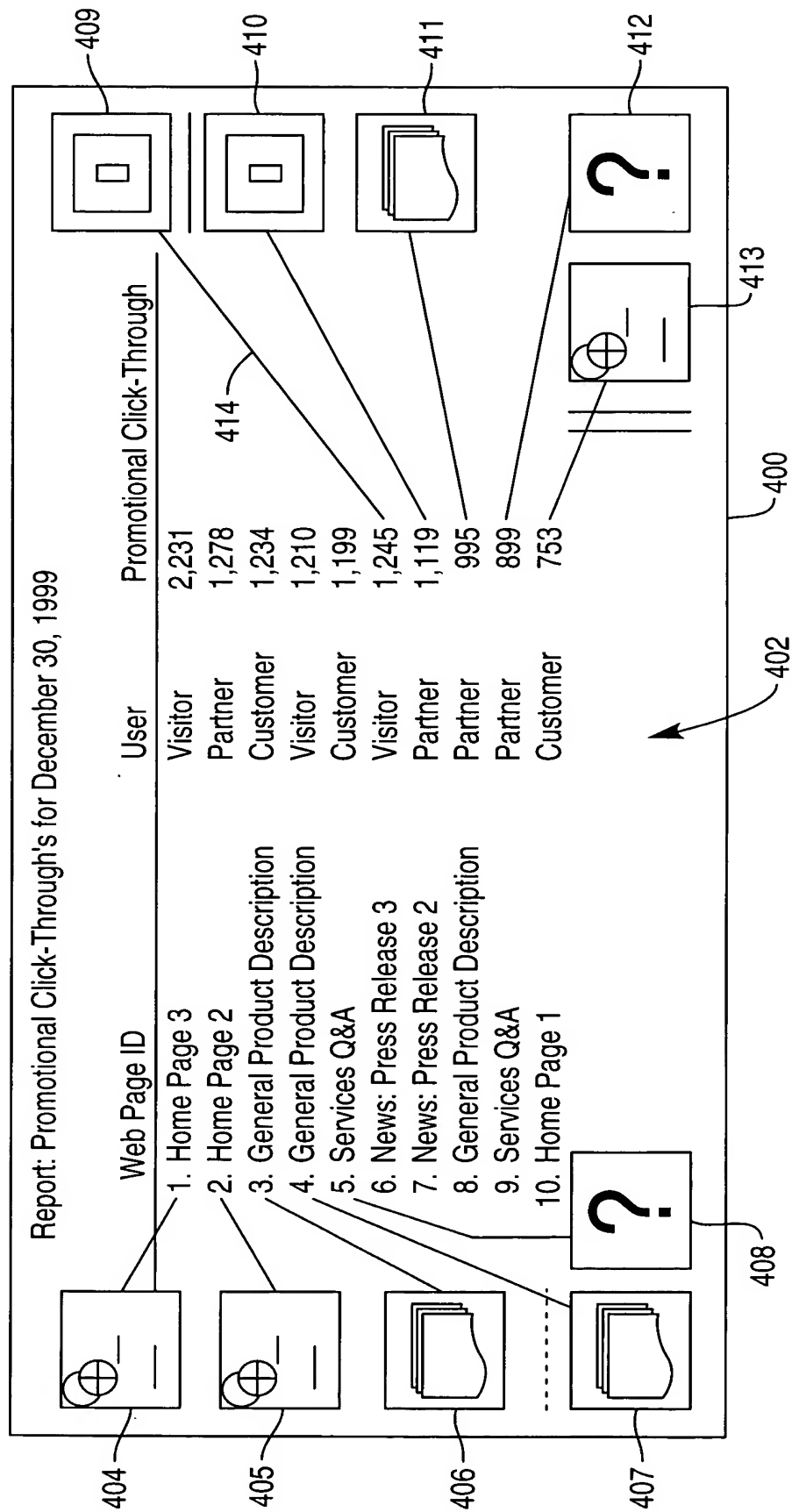
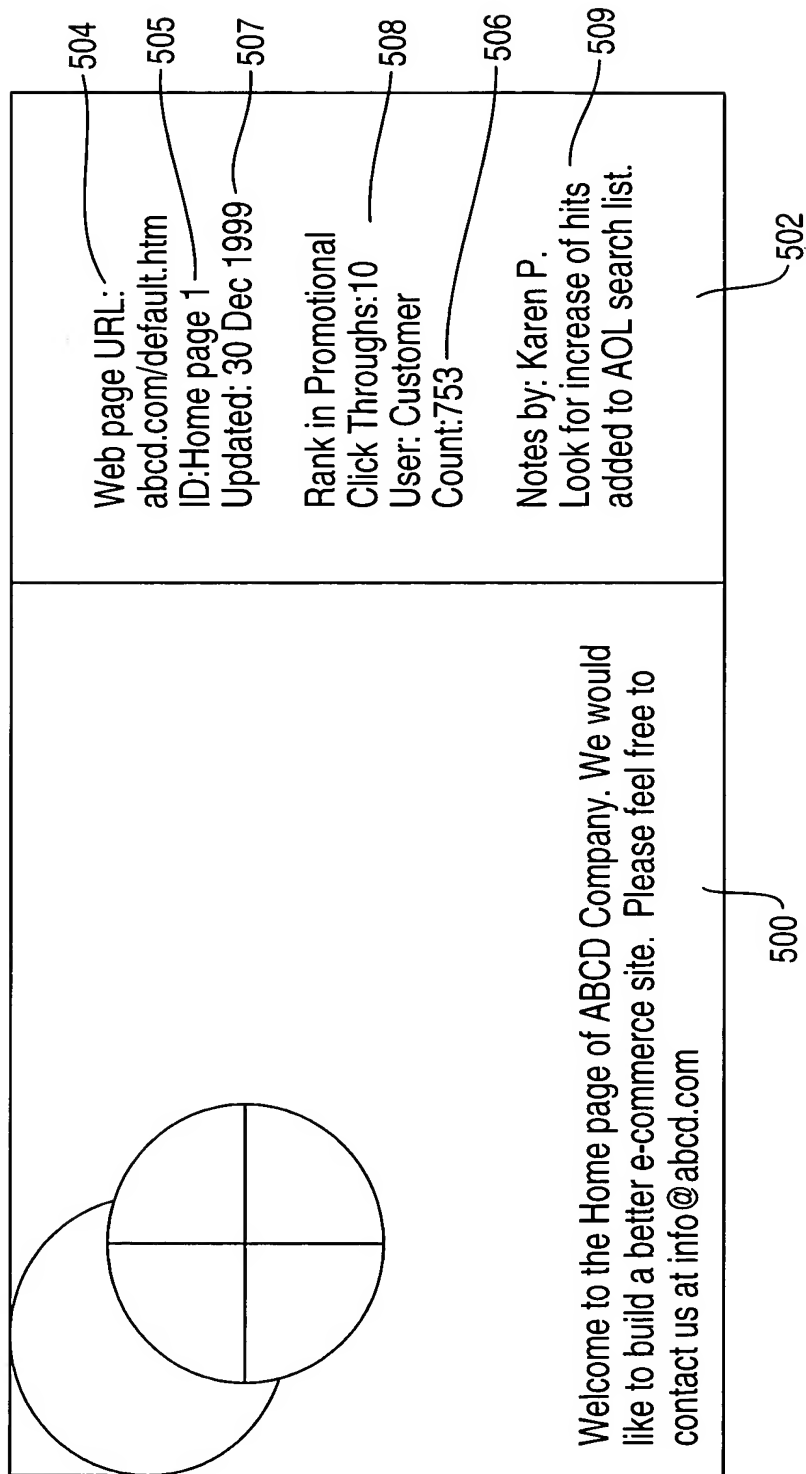
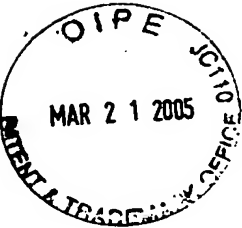




FIG. 5





MicroStrategy Web 6.0 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit

Address <http://153.64.13.153/ossweb/systiles/guidelau16.htm?project=3>

Reports Templates Filters

☐ Assortment Planning and Allocation

☐ Customer Profiling and Purchasing

☐ Efficient LocalStore Assortment An

☐ In-Season Assortment Tracking &

☐ Intelligent Cross Channel

☐ Intelligent E-Analysis

☐ Intelligent E-Referral

☐ Inventory Analysis

☐ Promotional Analysis 2 - Market Ba

☐ Promotional Product Analysis

☐ Sales Analysis

☐ Store Performance, Expense and L

☐ Vendor Analysis

History Grid Graph New Save Refresh Alerts Options Help

Report: 06b-Sales Demand ContribPerform By Brand

Drill Down

Product Vendor ID	Product Vendor	Unit Sales	\$ Sales	\$ Margin	Margin %	Unit Sales to Total %	\$ Sales to Total %	\$ Margin to Total %
500	<input type="checkbox"/> OrganizationName - 500	48	655	254	38.80%	1.00%	1.34%	1.36%
501	<input type="checkbox"/> OrganizationName - 501	65	492	130	26.31%	1.35%	1.00%	0.69%
502	<input type="checkbox"/> OrganizationName - 502	97	766	289	37.71%	2.02%	1.56%	1.54%
503	<input type="checkbox"/> OrganizationName - 503	94	1,222	545	44.64%	1.96%	2.49%	2.91%
504	<input type="checkbox"/> OrganizationName - 504	32	306	118	38.76%	0.67%	0.62%	0.63%
505	<input type="checkbox"/> OrganizationName - 505	88	949	393	41.39%	1.83%	1.93%	2.10%
506	<input type="checkbox"/> OrganizationName - 506	60	504	183	36.39%	1.25%	1.03%	0.98%
507	<input type="checkbox"/> OrganizationName - 507	40	255	85	33.35%	0.83%	0.52%	0.45%
508	<input type="checkbox"/> OrganizationName - 508	80	906	302	33.36%	1.67%	1.85%	1.61%
509	<input type="checkbox"/> OrganizationName - 509	23	191	71	37.37%	0.48%	0.39%	0.38%

Internet

FIG. 6

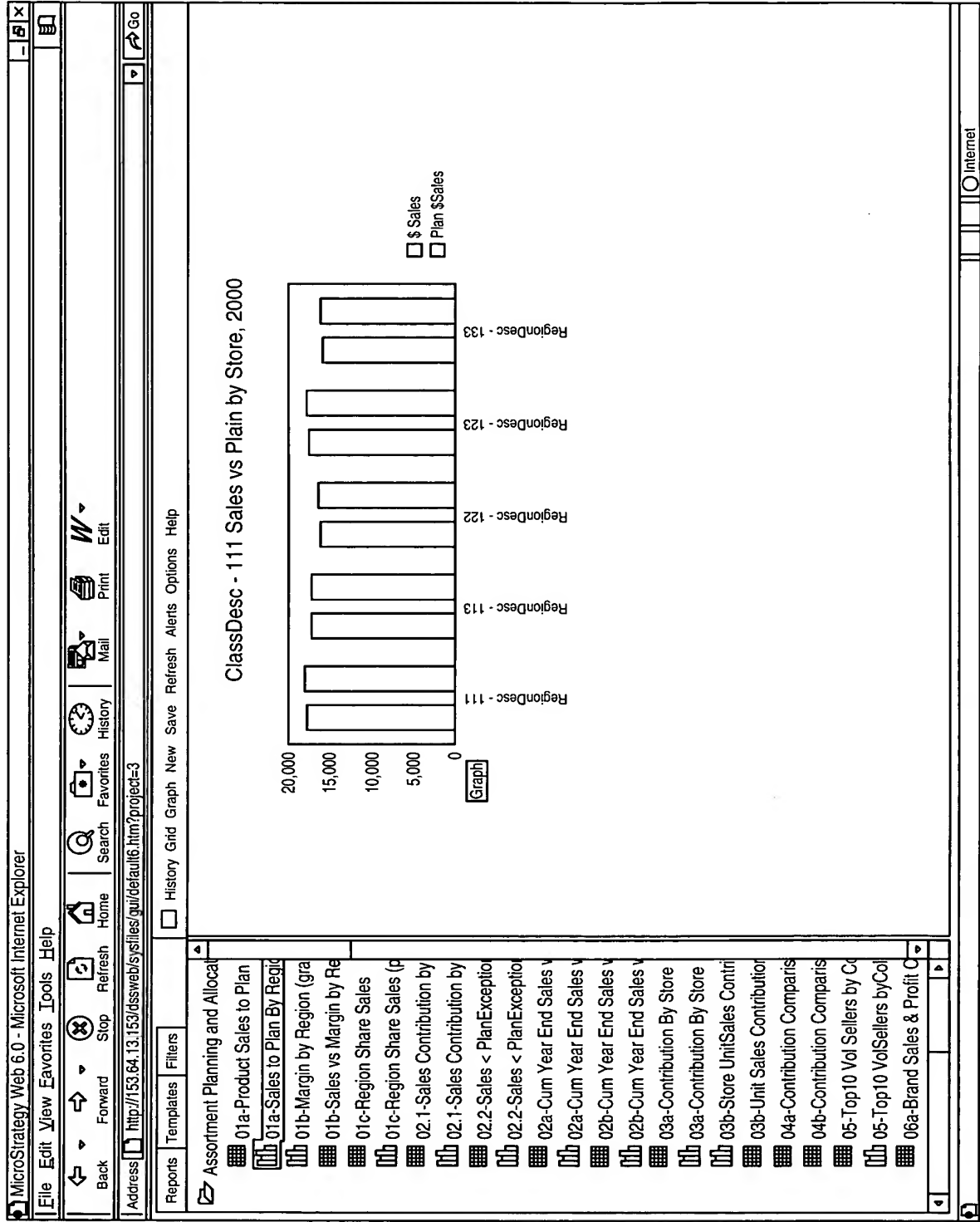


FIG. 7



Report Wizard: Step 1 of 2 (Create Template)



Components		Layout	
	<div style="display: flex; justify-content: space-between;"> \$Sales/SQ. FT. (Product) <input type="text"/> </div> <div style="display: flex; justify-content: space-between;"> \$Sales/SQ. FT. (Product) NCM <input type="text"/> </div> <div style="display: flex; justify-content: space-between;"> Average Sales Price <input type="text"/> </div> <div style="display: flex; justify-content: space-between;"> Avg Lead Time (Days) <input type="text"/> </div> <div style="display: flex; justify-content: space-between;"> Avg Rate Of Sales <input type="text"/> </div> <div style="display: flex; justify-content: space-between;"> Avg Rate Of Sales (Week) <input type="text"/> </div> <div style="display: flex; justify-content: space-between;"> Avg Sales Price <input type="text"/> </div> <div style="display: flex; justify-content: space-between;"> Avg. Price <input type="text"/> </div> <div style="display: flex; justify-content: space-between;"> Avg. Weeks of Supply <input type="text"/> </div> <div style="display: flex; justify-content: space-between;"> CLR Avg. Price <input type="text"/> </div> <div style="display: flex; justify-content: space-between;"> CLR. to Total Sales % <input type="text"/> </div> <div style="display: flex; justify-content: space-between;"> Cumulative \$ Sales <input type="text"/> </div>		
<div style="display: flex; justify-content: space-around;"> <input type="button" value="Help"/> <input type="button" value="Cancel"/> <input back"="" type="button" value("<=""/> <input type="button" value="Next >"/> <input type="button" value="Finish"/> </div>			